II. LTEs to Support Objectives

ETS

Summary: Focus proactive/reactive LTEs on key opinion creating newspapers/publications of selected elected officials/appointed officials, with ccs to those legislators, appointed officials.

Status:

o LTE program pending determination of litigation issue. Once a decision is made, can either develop program based on filing "hook" or determine market for letters on case-by-case basis where opportunities are presented.

FET

Summary: Proactive and reactive LTEs for use at hometown (district) newspapers of key legislators, with one to those legislators and certain appointed officials.

Status:

o PM and RJR reaching out to databases for to ask people to write in opposition of FET.

o PM/RJR continuing to identify other authors by category.

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Source: https://www.industrydocuments.ucsf.edu/docs/ffgl0000